Help Spread the Word:
U.S. Seafood Is Safe, Healthy and Sustainable

Presenter: Rebecca F Reuter
What’s the matter with seafood?

• **Seafood is good for your health.**
  • *U.S is the second largest consumer of seafood*
  • *Citizens of U.S. consume 15 lbs/year*
  • USDA suggests eating it at least twice/week
• **It’s healthy for the economy** *(2011 data).*
  • Contributed $5.3 billion to GDP of U.S.A
  • U.S. imported $16.6 billion worth of seafood
  • Exports $5.4 billion worth of seafood
General Misconceptions

• Oceans are overfished.
• Fish are unhealthy – full of toxins (mercury)
• Fisherman are bad, don’t care about environment.
• Most seafood is not sustainably harvested.
• Bottom trawling is destructive.
Confusing ecolabels

What is their conservation ethic (definition of sustainability)?

a) Conservation of environment?
b) Conservation of jobs/economy?
c) Conservation of community/social value?
d) All of the above?
### Seafood Search

Search results for: pacific cod

<table>
<thead>
<tr>
<th>SEAFOOD</th>
<th>RATING</th>
<th>MARKET NAMES</th>
<th>WHERE CAUGHT</th>
<th>HOW CAUGHT</th>
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<tbody>
<tr>
<td>Pacific Cod</td>
<td>GOOD ALTERNATIVE</td>
<td>Alaska Cod, Gray Cod, True Cod</td>
<td>U.S.</td>
<td>Trawl</td>
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<td>Pacific Cod</td>
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<td>U.S.</td>
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<td>AVOID</td>
<td>Alaska Cod, Gray Cod, True Cod</td>
<td>Imported Pacific</td>
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<td>Source: Seafood for the Future website</td>
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<td>In partnership with University of Rhode Island</td>
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<tr>
<th>Fish Species</th>
<th>Audubon Society</th>
<th>Blue Ocean Institute</th>
<th>Environmental Defense Fund</th>
<th>Greenpeace</th>
<th>Marine Conservation</th>
<th>Seafood Watch</th>
<th>Sea Choice</th>
<th>Seafood Choices Alliance</th>
<th>MSC certified</th>
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End result = People not eating seafood
Growing number of local/regional seafood councils

- Hawaii Seafood Council
- Alaska Seafood Marketing Institute
- Gulf of Mexico Alliance
- Louisiana Seafood and Marketing Board
- Gulf of Maine responsibly harvested program
- Northeast Seafood Coalition
- Northwest Atlantic Marine Alliance
- California Seafood Council
- Seafood Oregon
- More to come with development of Community Sustainability Plans…
  - Morro Bay
  - Monterey Bay
  - San Diego
BEEF, IT’S WHAT’S FOR DINNER.
AND BREAKFAST, IN THE UNLIKELY EVENT OF LEFTOVERS.
WWW.BEEFITSWHATSFORDINNER.COM
Got Seafood?
What are our key messages?

• **U.S. Seafood is Sustainable and Responsibly Managed**
  • *Is Science-Based*
  • *Is a Balancing Act*
    • *Ensures a healthy ecosystem*
    • *Ensures jobs and food for future generations*

• **U.S. Seafood Is Healthy and Safe**

• **Responsible U.S. aquaculture is important to fill seafood demands**
How does U.S. seafood get to market?

The trip to the market for the nation's seafood is a complex process that involves thousands of individuals.
Responsible management is a balancing act
Responsible management is science based

Science behind sustainable seafood
How NOAA Fisheries is spreading the word:

• Improving Transparency
• Building Understanding
• Engaging Communities
• Working with Stakeholders
• Connecting Cultures
Improving Transparency with FishWatch.gov

FishWatch provides easy-to-understand information.
Species by Species information

DOVER SOLE

OVERVIEW
Not to be confused with the true sole, Dover sole is a flatfish that is fished off the West Coast, Canada, and the Gulf of Maine. Its status in the U.S. is healthy, but fishing practices have led to overfishing in the past. Most U.S.-caught Dover sole is harvested by trawlers from sandy, muddy bottoms off Oregon, California, and Washington. A small amount is also harvested in the Gulf of Alaska.

Since groundfish are often caught together, harvests of more abundant species such as Dover sole have been limited in years when the groundfish catch is low.

POPULATION
Abundant (not overfished)

HABITAT IMPACTS
Bottom trawls targeting Dover sole can disrupt deep-water flatfish. In the past couple years, essentially no halibut, crab, or salmon were caught in this fishery. There are limits on the amount of these protected species that can be caught in groundfish fisheries while targeting Dover sole. If the limit is reached, managers close the fishery for the remainder of the season.

BYCATCH
In Alaska, bycatch is very low in the targeting Dover sole. In the past couple years, essentially no halibut, crab, or salmon were caught in this fishery. There are limits on the amount of these protected species that can be caught in groundfish fisheries while targeting Dover sole. If the limit is reached, managers close the fishery for the remainder of the season.

LAUNCH GALLERY

The Dover sole’s coloring helps the fish camouflage itself on the muddy ocean floor.
Developing Understanding: Lesson plans, presentations, brochures
Yesterday we learned about the importance of understanding what supports a healthy fish population. Making sure there are enough fish for a healthy ecosystem and enough catch for food is a tall order. Fortunately, NOAA Fisheries Service doesn’t do this alone—they work with scientists, fishermen, resource managers, tribes, and citizens to manage marine fish for the benefit of everyone, both now and into the future. Today let’s find out how scientific information is used to manage fisheries.

Roadmap to Sustainable Fisheries
NOAA Fisheries Service is the government agency responsible for managing all marine fish that live three miles to 200 miles off the U.S. coast. (Don’t worry, other agencies are keeping an eye on the rest.) The Magnuson-Stevens Fishery Conservation and Management Act is the law governing our nation’s marine fisheries. This law requires NOAA Fisheries Service to prevent overfishing and limiting the amount of fish we harvest. It also created eight regional fishery management councils to help NOAA Fisheries Service develop the rules for fishing in U.S. waters.

Who is involved in managing our fisheries?
Fishery Management Councils are in charge of making recommendations to NOAA Fisheries Service about how to manage all fish in their geographic region. By working closely with folks from NOAA, tribes, state agencies, fishermen, and citizens like you, the Councils make sure that everyone has a voice in figuring out what will work best for their fishery. The Council uses the information in the stock assessments that the scientists, economists, and other specialists create to make their informed decisions. Collaboration is key for this crew!

How many fish can be harvested?
After reviewing the information found in the stock assessments for each species or species group and discussing the available management tools, the Council makes a recommendation on annual catch limits and methods to regulate the fishery to NOAA Fisheries Service. NOAA Fisheries Service then makes the final regulatory action, which is what tells people how many fish they can catch, as well as where, when, and how they can catch them. NOAA Fisheries Service, the U.S. Coast Guard, and state agencies make sure those rules are followed. They can give warnings, issue fines, take away fishing permits or even confiscate a fisherman’s catch.

A Fishery Manager’s Toolbox
Imagine if everyone could fish all they want with no limits and without any knowledge of how much anyone else is also fishing in the same area. Eventually, we’d run out of fish! Fishery managers use many tools to prevent this from happening:

- **Annual catch limit**—Sets the maximum number of fish that fishermen can catch in a year. Sometimes the total catch is divided up among individual fishermen. (See “What Are Catch Shares?”)
- **Fishing trip limits**—Limit the number of times a fisherman can go out to sea
- **Fish size limits**—Require fishermen to only catch fish of a certain size
- **Fishing gear restrictions**—Prohibit the use of some types of fishing gear
- **Area closures**—Make it illegal to fish in some parts of the ocean
- **Seasonal Closures**—Specify days/months when fishing is not allowed

What Are Catch Shares?
Fishermen in a catch share program receive a fixed share (2-3%) of the total groundfish annual catch limit measured in pounds of fish landed. Unlike the traditional method of regulating fishing in which all fishermen work during a given season, fishing to catch as much as possible before a specific amount of fish is caught, this system is designed to benefit both the fish and the fishermen; because it allows fishermen to work when the seas are not cloudy and when fishing is profitable, it also allows them to work into the future. In Alaska, this method of managing the fisheries has been successfully used in the sablefish, halibut and pollock fisheries.
U.S. Seafood is Sustainable.

Seafood is sustainable when the population of that species of fish or shellfish is harvested at sustainable levels while preventing overfishing, protecting habitat and minimizing accidental catch of non-target species.

In the U.S., NOAA Fisheries ensures that harvest levels are sustainable through an objective fisheries management process that uses the best science and input from stakeholders, including fishermen, to guide policy regulations. The results are safe and sustainable fisheries that provide jobs and seafood today and in the future.

www.nmfs.noaa.gov
www.fishwatch.gov
Sushi Joint Serves Edible QR Codes, Sustainable Fish

A California sushi restaurant has launched a program that uses edible technology — served on the sushi — to provide diners with sustainability information about the fish.

Harney Sushi’s will print edible, water-based ink quick response (QR) codes on rice paper wafers and serve these codes on its sushi. The QR code will take customers to the National Oceanic and Atmospheric Administration’s FishWatch website, which will provide diners with information about the fish they’re consuming, sustainable species on Harney’s menu and the latest news coming from the sustainable seafood world. The initial launch will utilize just one code that will lead to the FishWatch homepage, but the program will eventually include species-specific codes.

Harney Sushi’s owners Dustin Summerville and Kirk Harrison, and executive chef Robert Ruiz, have been working closely with NOAA over the last several months at its Southwest Fisheries Science Center in La Jolla, Calif. to help establish better sustainability standards. The restaurant owners say Harney Sushi is among the first restaurants in the US to offer such edible technology.

Last week, Whole Foods, Trader Joe’s and other grocery retailers representing more than 2,000 stores across the US pledged to not sell genetically engineered seafood if it is approved by the Food and Drug Administration as the FDA conducts its final review of AquAdvantage Salmon, a genetically engineered
Engaging Communities - Festivals

Ballard Seafood Fest in Seattle WA
Chowderfest
Long Beach, CA
Fisherman’s Fall Festival
Navigating the Seafood Marketplace
How to Make Smart Seafood Choices

February 28, 2013

Daniel D'Ambruoso, Special Agent, NOAA Office of Law Enforcement
Sheila Jarves, Outreach Specialist, NOAA Office of Law Enforcement
Allison McHale, Communications Team Leader, Northeast Regional Office

Presentation at Wellfleet Oysterfest in Massachusetts
Working with Stakeholders: Workshops with Industry
Connecting Cultures: *Locavore* events

- Guest Blog - Chef’s Collaborative website
- Trawl to Table – Gulf of Maine Research Institute
- Sustainable Foods Summit – San Francisco
- Chowderfest – Long Beach, CA
What would you like from us?
Fishwatch.gov - Toolbox

• http://www.fishwatch.gov/toolbox.htm#webbadge
Handling/Serving Suggestions

Thaw fish completely. Rinse fish, including the cavity, under running water.

To Thaw:
1. Refrigerate overnight (up to 12 hours)
2. Microwave. (See oven’s owner manual)

Alber Seafoods’ Pacific Whiting is Wild Caught off the west coast of the United States in the Pacific Ocean. Our Whiting is harvested in accordance with the National Marine Fisheries Service sustainable fishery regulations. More information regarding the status of the stock, management, harvest and nutritional benefits of Pacific Whiting is available at www.fishwatch.noaa.gov.

Wild Caught

Product of U.S.A.
## Sustainable Seafood Ratings Legend

**KEY:**
- **O** = Author of Research

### Results Summary
Your search for Cod, Pacific returned 50 results.

### Displaying 1-25 of 50

#### Product Origin

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<thead>
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<th>PRODUCT NAME</th>
<th>PRODUCT ORIGIN</th>
<th>WILD / CAGED</th>
<th>CATCH / FARM TYPE</th>
<th>SPECIES NOTES</th>
<th>SUPPLIER NAME</th>
<th>SUPPLIER LOCATION</th>
<th>INDUSTRY ACTIVITY</th>
<th>MINIMUM ORDER</th>
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<td>Bottom Trawl</td>
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<td>British Columbia. Canada</td>
<td>Processor Fisher</td>
<td>200</td>
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